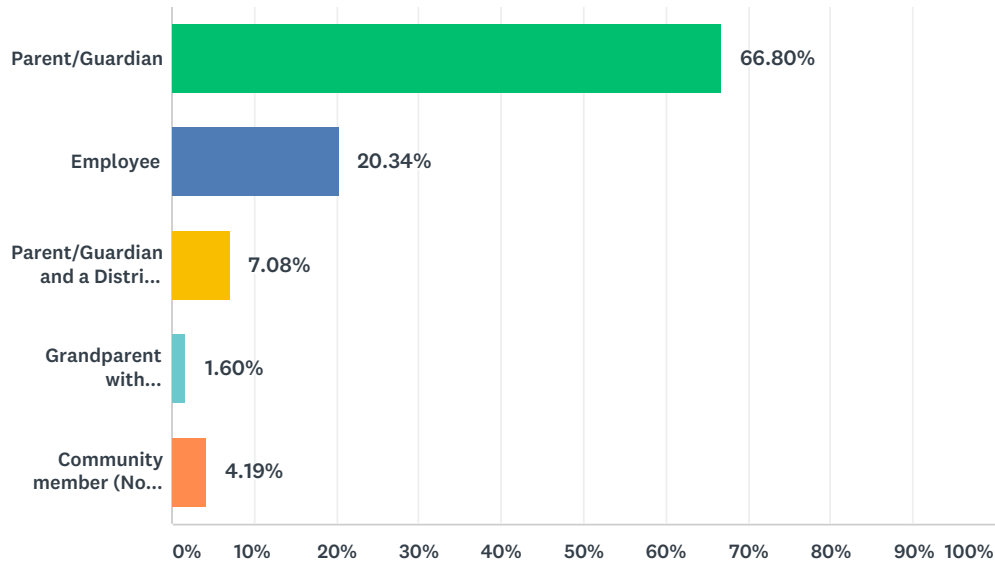


Q1 I would classify myself as a... (you may choose only one)

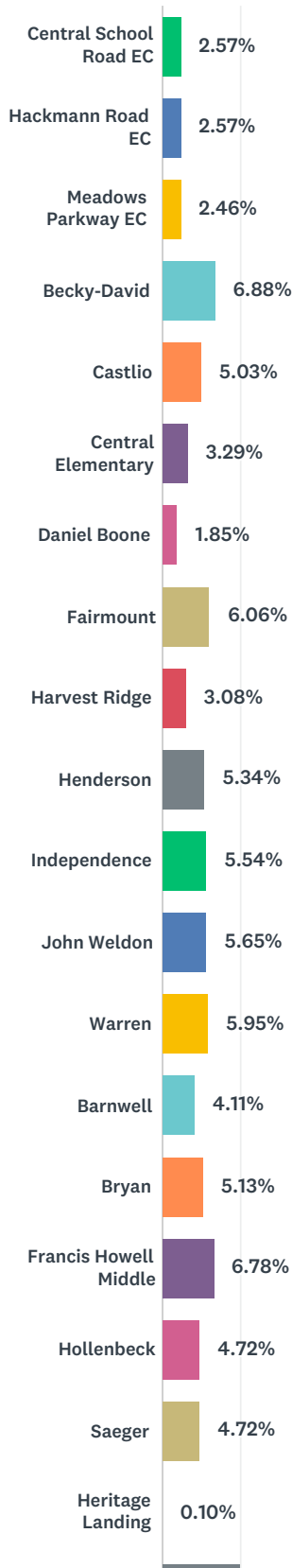
Answered: 1,003 Skipped: 1



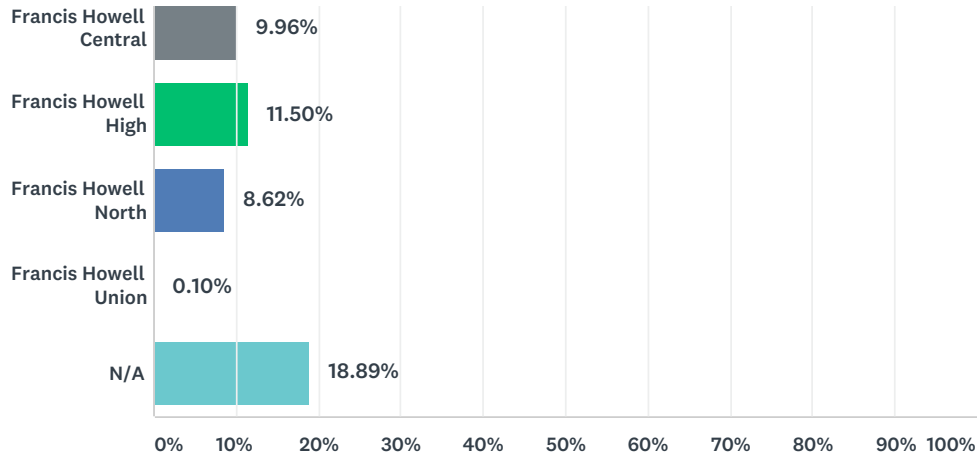
| ANSWER CHOICES | RESPONSES | |
|--|-----------|--------------|
| Parent/Guardian | 66.80% | 670 |
| Employee | 20.34% | 204 |
| Parent/Guardian and a District employee | 7.08% | 71 |
| Grandparent with grandchildren in the District | 1.60% | 16 |
| Community member (No children in the District) | 4.19% | 42 |
| TOTAL | | 1,003 |

Q2 I have children that attend the following schools... (select all that apply)

Answered: 974 Skipped: 30



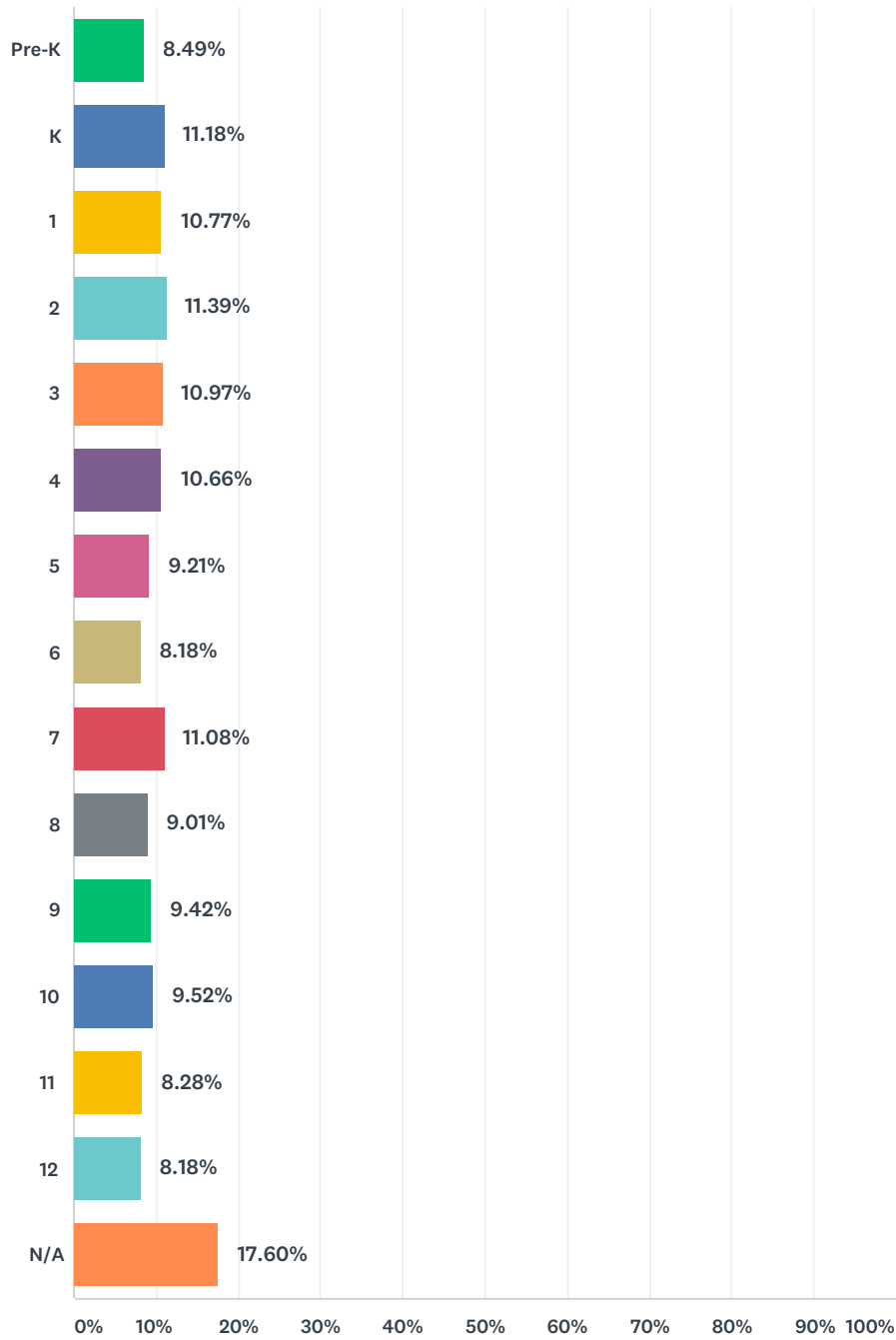
FHSD Communications Survey 2017-2018



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|-----|
| Central School Road EC | 2.57% | 25 |
| Hackmann Road EC | 2.57% | 25 |
| Meadows Parkway EC | 2.46% | 24 |
| Becky-David | 6.88% | 67 |
| Castlio | 5.03% | 49 |
| Central Elementary | 3.29% | 32 |
| Daniel Boone | 1.85% | 18 |
| Fairmount | 6.06% | 59 |
| Harvest Ridge | 3.08% | 30 |
| Henderson | 5.34% | 52 |
| Independence | 5.54% | 54 |
| John Weldon | 5.65% | 55 |
| Warren | 5.95% | 58 |
| Barnwell | 4.11% | 40 |
| Bryan | 5.13% | 50 |
| Francis Howell Middle | 6.78% | 66 |
| Hollenbeck | 4.72% | 46 |
| Saeger | 4.72% | 46 |
| Heritage Landing | 0.10% | 1 |
| Francis Howell Central | 9.96% | 97 |
| Francis Howell High | 11.50% | 112 |
| Francis Howell North | 8.62% | 84 |
| Francis Howell Union | 0.10% | 1 |
| N/A | 18.89% | 184 |
| Total Respondents: 974 | | |

Q3 What is/are your child(ren)'s grade level(s)? (select all that apply)

Answered: 966 Skipped: 38



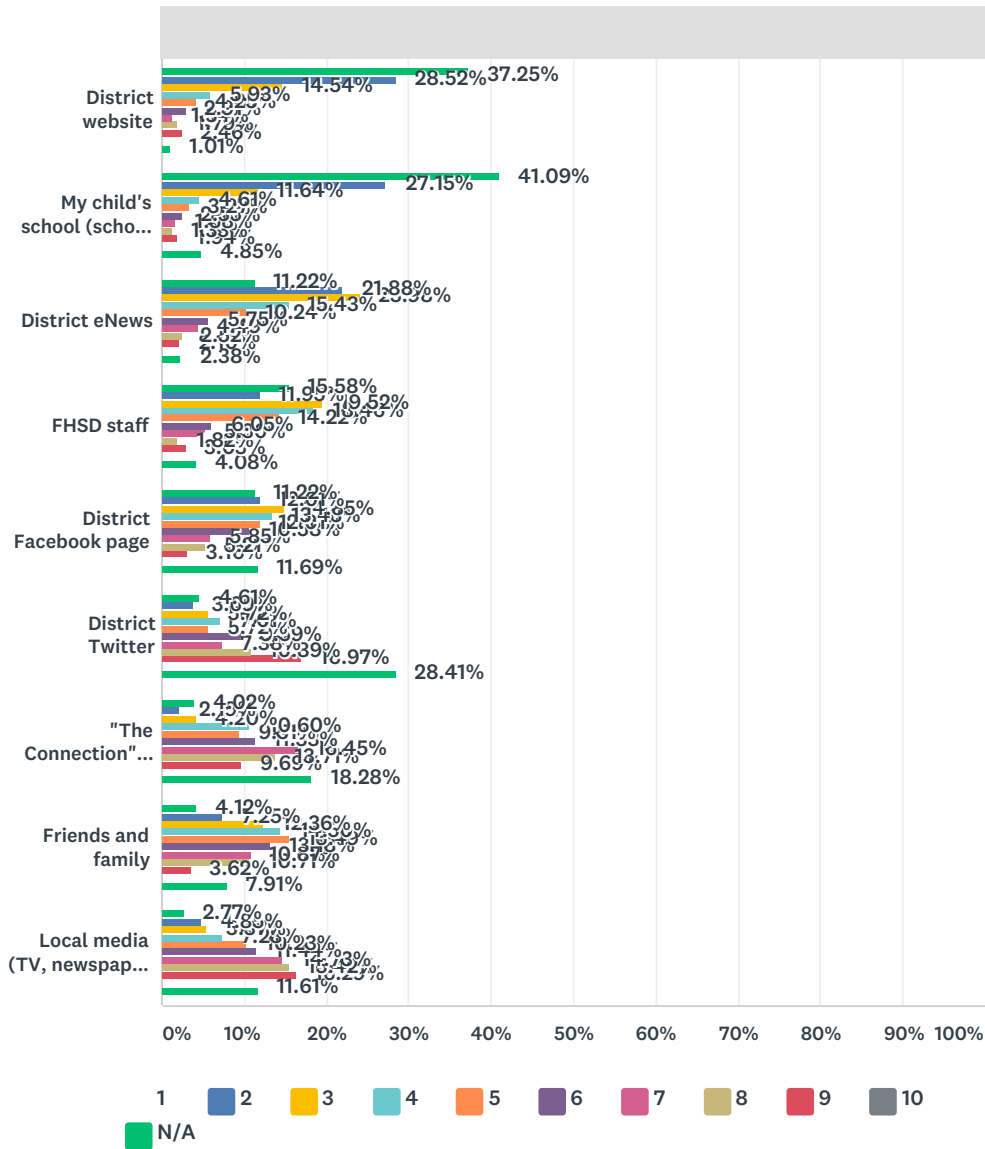
| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Pre-K | 8.49% | 82 |
| K | 11.18% | 108 |
| 1 | 10.77% | 104 |
| 2 | 11.39% | 110 |
| 3 | 10.97% | 106 |

FHSD Communications Survey 2017-2018

| | | |
|------------------------|--------|-----|
| 4 | 10.66% | 103 |
| 5 | 9.21% | 89 |
| 6 | 8.18% | 79 |
| 7 | 11.08% | 107 |
| 8 | 9.01% | 87 |
| 9 | 9.42% | 91 |
| 10 | 9.52% | 92 |
| 11 | 8.28% | 80 |
| 12 | 8.18% | 79 |
| N/A | 17.60% | 170 |
| Total Respondents: 966 | | |

Q4 When looking for information about the Francis Howell School District, I usually go to... (in order of preference)

Answered: 981 Skipped: 23



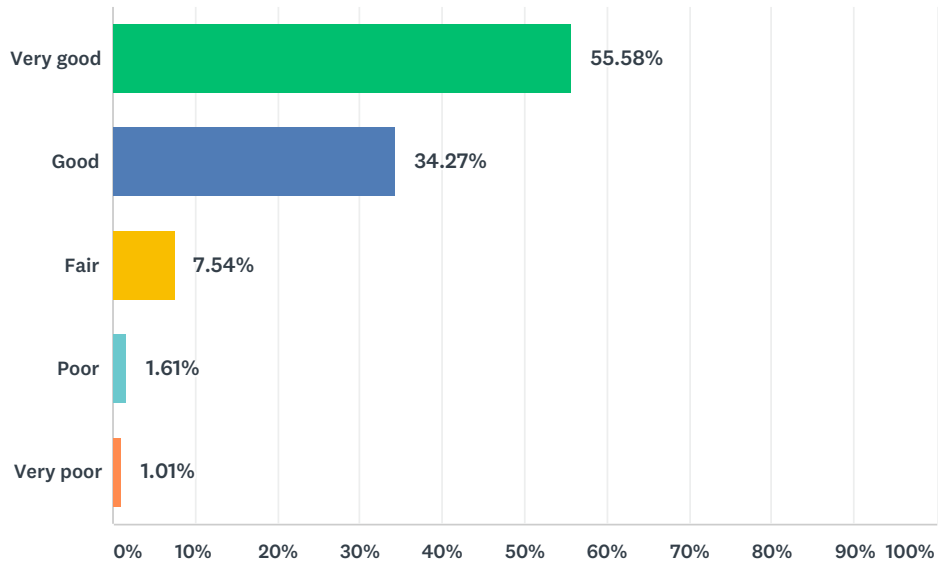
| (no label) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | N/A | TOTAL |
|---|--------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|
| District website | 37.25% | 28.52% | 14.54% | 5.93% | 4.25% | 2.91% | 1.34% | 1.79% | 2.46% | 0.00% | 1.01% | 894 |
| My child's school (school website/social media, and/or school publications) | 41.09% | 27.15% | 11.64% | 4.61% | 3.27% | 2.55% | 1.58% | 1.33% | 1.94% | 0.00% | 4.85% | 825 |
| District eNews | 11.22% | 21.88% | 23.98% | 15.43% | 10.24% | 5.75% | 4.49% | 2.52% | 2.10% | 0.00% | 2.38% | 713 |

FHSD Communications Survey 2017-2018

| | | | | | | | | | | | | |
|--------------------------------------|---------------|--------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|------------|---------------|-----|
| FHSD staff | 15.58% 103 | 11.95% 79 | 19.52% 129 | 18.46% 122 | 14.22% 94 | 6.05% 40 | 5.30% 35 | 1.82% 12 | 3.03% 20 | 0.00% 0 | 4.08% 27 | 661 |
| District Facebook page | 11.22% 71 | 12.01% 76 | 14.85% 94 | 13.43% 85 | 12.01% 76 | 10.58% 67 | 5.85% 37 | 5.21% 33 | 3.16% 20 | 0.00% 0 | 11.69% 74 | 633 |
| District Twitter | 4.61% 25 | 3.69% 20 | 5.72% 31 | 7.01% 38 | 5.72% 31 | 9.59% 52 | 7.38% 40 | 10.89% 59 | 16.97% 92 | 0.00% 0 | 28.41% 154 | 542 |
| "The Connection" newsletter | 4.02% 22 | 2.19% 12 | 4.20% 23 | 10.60% 58 | 9.51% 52 | 11.33% 62 | 16.45% 90 | 13.71% 75 | 9.69% 53 | 0.00% 0 | 18.28% 100 | 547 |
| Friends and family | 4.12% 25 | 7.25% 44 | 12.36% 75 | 14.50% 88 | 15.49% 94 | 13.18% 80 | 10.87% 66 | 10.71% 65 | 3.62% 22 | 0.00% 0 | 7.91% 48 | 607 |
| Local media (TV, newspaper, website) | 2.77% 16 | 4.85% 28 | 5.37% 31 | 7.28% 42 | 10.23% 59 | 11.44% 66 | 14.73% 85 | 15.42% 89 | 16.29% 94 | 0.00% 0 | 11.61% 67 | 577 |

Q5 How good is the District at communicating emergency information?

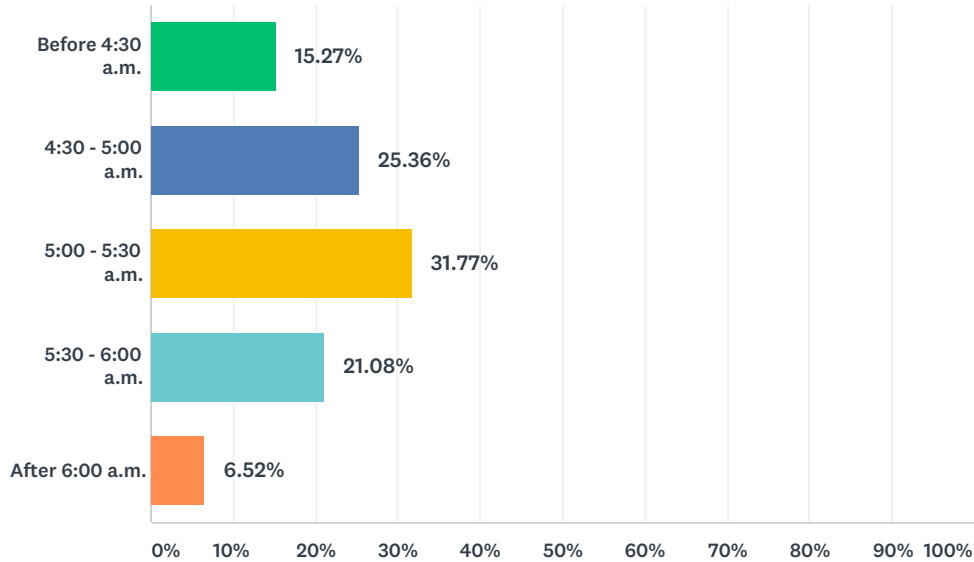
Answered: 995 Skipped: 9



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very good | 55.58% | 553 |
| Good | 34.27% | 341 |
| Fair | 7.54% | 75 |
| Poor | 1.61% | 16 |
| Very poor | 1.01% | 10 |
| TOTAL | | 995 |

Q6 FHSD sends out automated phone calls, emails, and texts to parents and staff with important information. When the District is closed due to inclement weather, when would you prefer to receive that call/email/text?

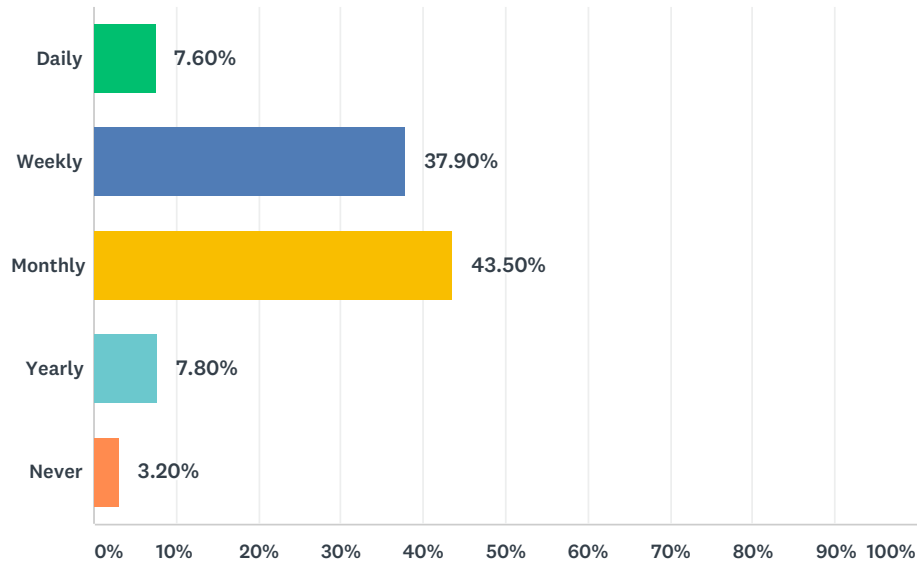
Answered: 982 Skipped: 22



| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|------------|
| Before 4:30 a.m. | 15.27% | 150 |
| 4:30 - 5:00 a.m. | 25.36% | 249 |
| 5:00 - 5:30 a.m. | 31.77% | 312 |
| 5:30 - 6:00 a.m. | 21.08% | 207 |
| After 6:00 a.m. | 6.52% | 64 |
| TOTAL | | 982 |

Q7 How often do you visit the District website?

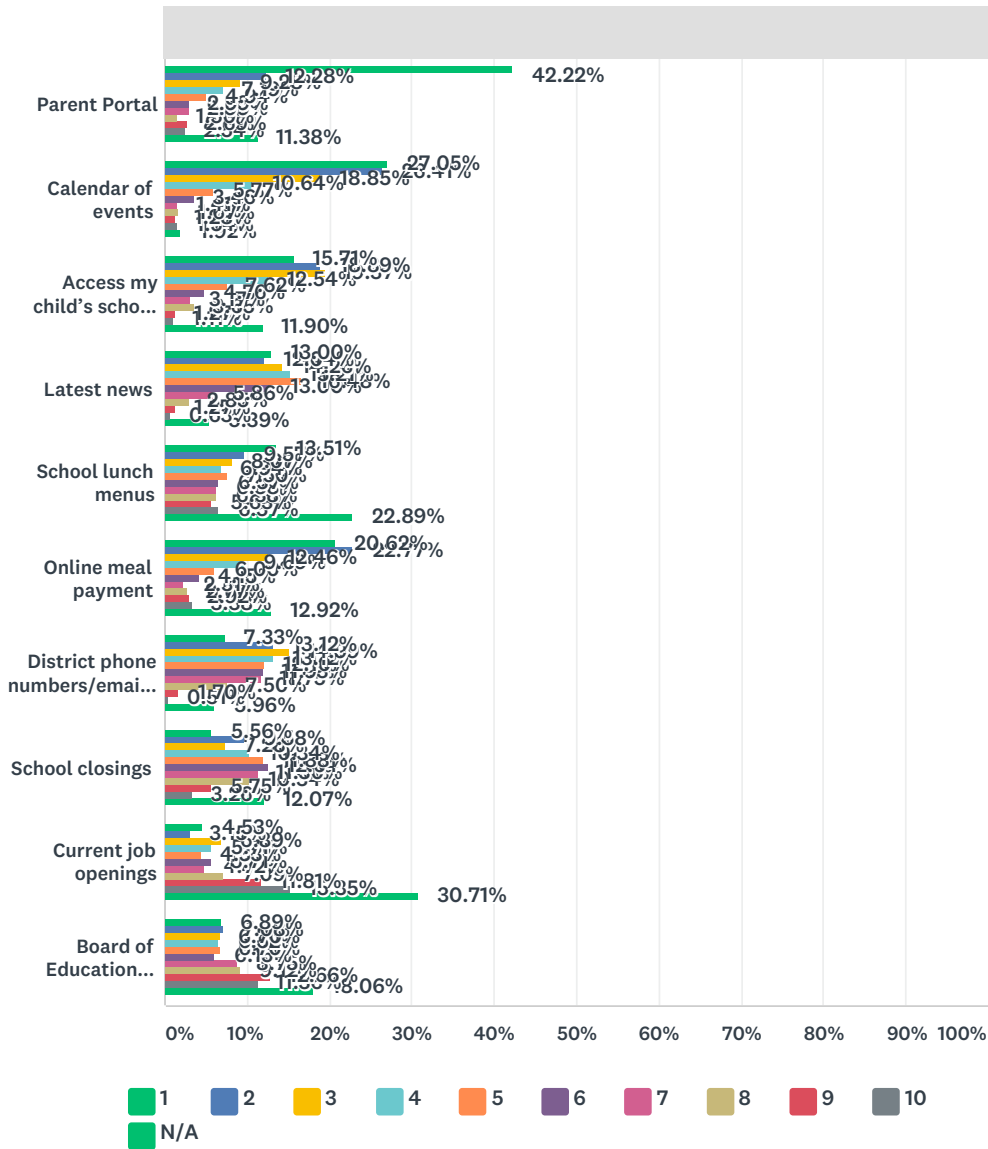
Answered: 1,000 Skipped: 4



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|--------------|
| Daily | 7.60% | 76 |
| Weekly | 37.90% | 379 |
| Monthly | 43.50% | 435 |
| Yearly | 7.80% | 78 |
| Never | 3.20% | 32 |
| TOTAL | | 1,000 |

Q8 What information do you look for on the District website? (in order of preference)

Answered: 940 Skipped: 64



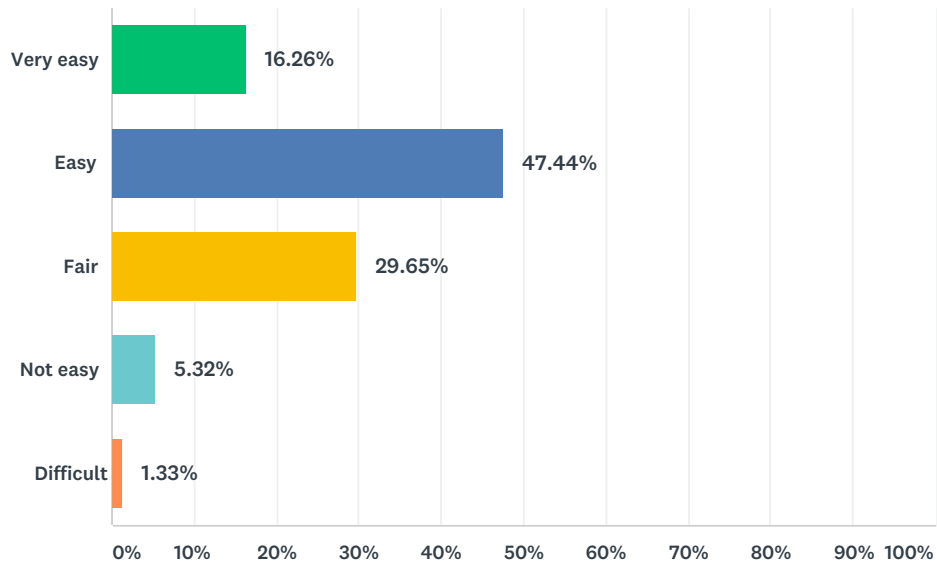
| (no label) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | N/A | TOTAL |
|----------------------------------|---------------|---------------|---------------|--------------|---------------|--------------|-------------|-------------|-------------|-------------|---------------|-------|
| Parent Portal | 42.22% 282 | 12.28% 82 | 9.28% 62 | 7.19% 48 | 4.94% 33 | 2.99% 20 | 2.99% 20 | 1.50% 10 | 2.69% 18 | 2.54% 17 | 11.38% 76 | 66 |
| Calendar of events | 27.05% 211 | 26.41% 206 | 18.85% 147 | 10.64% 83 | 5.77% 45 | 3.46% 27 | 1.41% 11 | 1.67% 13 | 1.28% 10 | 1.54% 12 | 1.92% 15 | 78 |
| Access my child's school website | 15.71% 99 | 18.89% 119 | 19.37% 122 | 12.54% 79 | 7.62% 48 | 4.76% 30 | 3.17% 20 | 3.65% 23 | 1.27% 8 | 1.11% 7 | 11.90% 75 | 63 |
| Latest news | 13.00% 82 | 12.04% 76 | 14.26% 90 | 15.21% 96 | 16.48% 104 | 13.00% 82 | 5.86% 37 | 2.85% 18 | 1.27% 8 | 0.63% 4 | 5.39% 34 | 63 |
| School lunch menus | 13.51% 72 | 9.57% 51 | 8.07% 43 | 6.94% 37 | 7.50% 40 | 6.57% 35 | 6.38% 34 | 6.38% 34 | 5.63% 30 | 6.57% 35 | 22.89% 122 | 53 |

FHSD Communications Survey 2017-2018

| | | | | | | | | | | | | |
|--|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|----|
| Online meal payment | 20.62% 134 | 22.77% 148 | 12.46% 81 | 9.69% 63 | 6.00% 39 | 4.15% 27 | 2.31% 15 | 2.77% 18 | 2.92% 19 | 3.38% 22 | 12.92% 84 | 6% |
| District phone numbers/email addresses | 7.33% 43 | 13.12% 77 | 14.99% 88 | 13.12% 77 | 12.10% 71 | 11.93% 70 | 11.75% 69 | 7.50% 44 | 1.70% 10 | 0.51% 3 | 5.96% 35 | 5% |
| School closings | 5.56% 29 | 9.58% 50 | 7.28% 38 | 10.34% 54 | 11.88% 62 | 12.64% 66 | 11.30% 59 | 10.34% 54 | 5.75% 30 | 3.26% 17 | 12.07% 63 | 5% |
| Current job openings | 4.53% 23 | 3.15% 16 | 6.89% 35 | 5.71% 29 | 4.33% 22 | 5.71% 29 | 4.72% 24 | 7.09% 36 | 11.81% 60 | 15.35% 78 | 30.71% 156 | 5% |
| Board of Education information | 6.89% 37 | 7.08% 38 | 6.70% 36 | 6.52% 35 | 6.70% 36 | 6.15% 33 | 8.75% 47 | 9.12% 49 | 12.66% 68 | 11.36% 61 | 18.06% 97 | 5% |

Q9 How easy is it to find the information you're looking for on the District website?

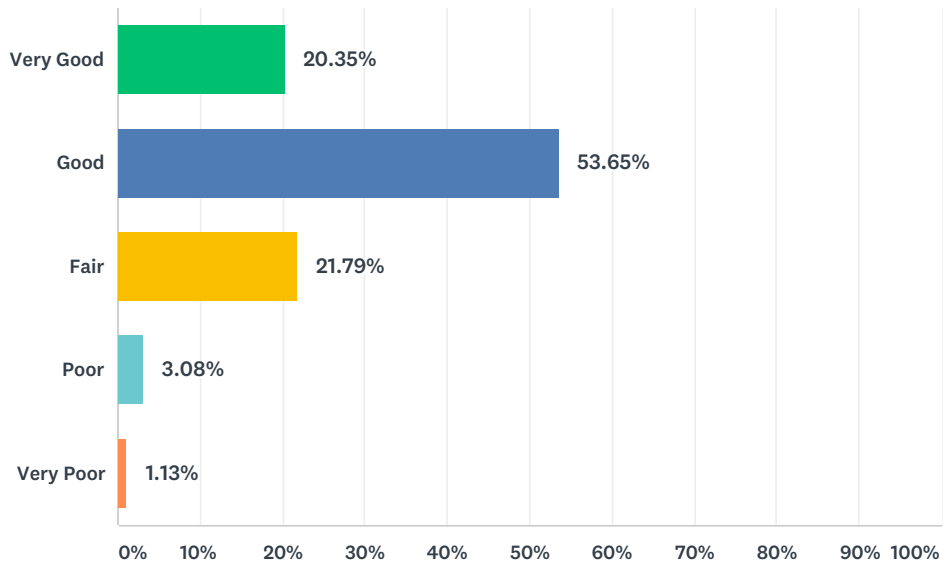
Answered: 978 Skipped: 26



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very easy | 16.26% | 159 |
| Easy | 47.44% | 464 |
| Fair | 29.65% | 290 |
| Not easy | 5.32% | 52 |
| Difficult | 1.33% | 13 |
| TOTAL | | 978 |

Q10 FHSD redesigned the District and all school websites for the 2017-18 school year, how would you rate the new websites?

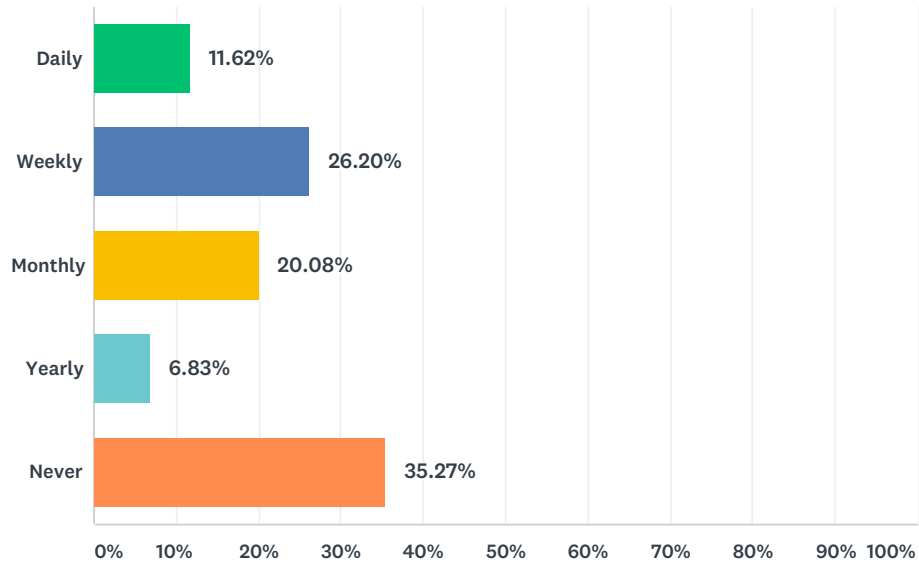
Answered: 973 Skipped: 31



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very Good | 20.35% | 198 |
| Good | 53.65% | 522 |
| Fair | 21.79% | 212 |
| Poor | 3.08% | 30 |
| Very Poor | 1.13% | 11 |
| TOTAL | | 973 |

Q11 How often do you use the Parent Portal?

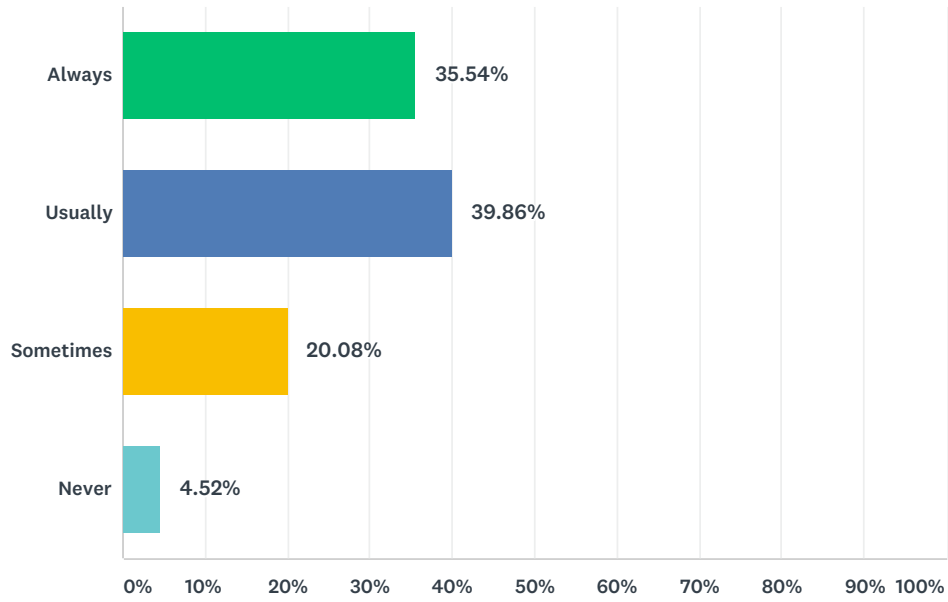
Answered: 981 Skipped: 23



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Daily | 11.62% | 114 |
| Weekly | 26.20% | 257 |
| Monthly | 20.08% | 197 |
| Yearly | 6.83% | 67 |
| Never | 35.27% | 346 |
| TOTAL | | 981 |

Q12 How often do you read the monthly FHSD eNews?

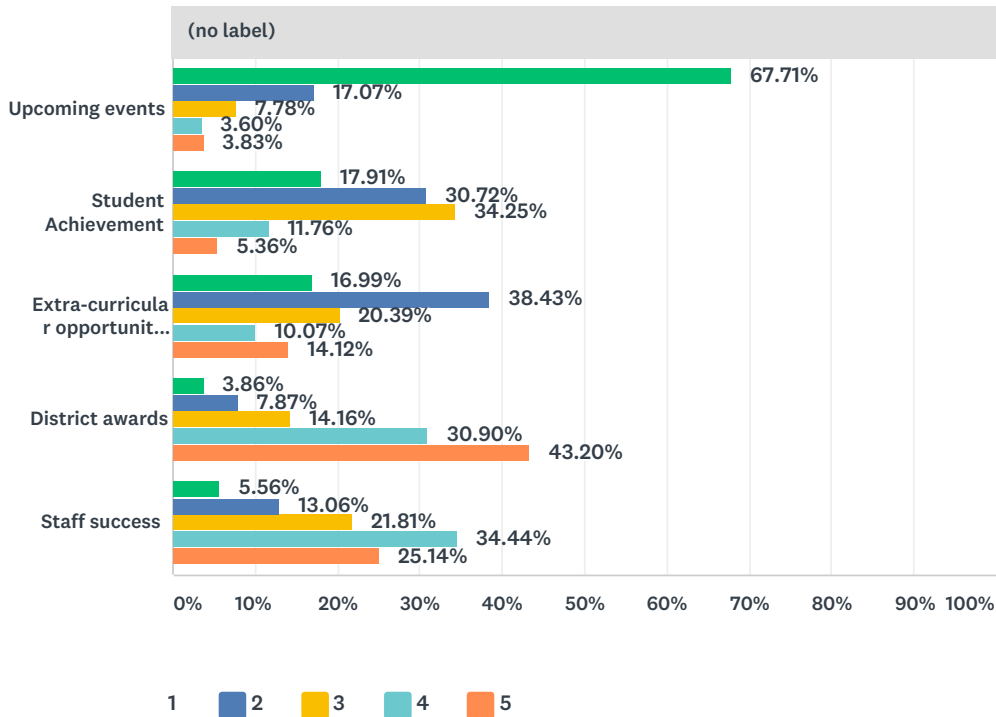
Answered: 996 Skipped: 8



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Always | 35.54% | 354 |
| Usually | 39.86% | 397 |
| Sometimes | 20.08% | 200 |
| Never | 4.52% | 45 |
| TOTAL | | 996 |

Q13 What types of stories would you like to see in the FHSD eNews? (in order of preference)

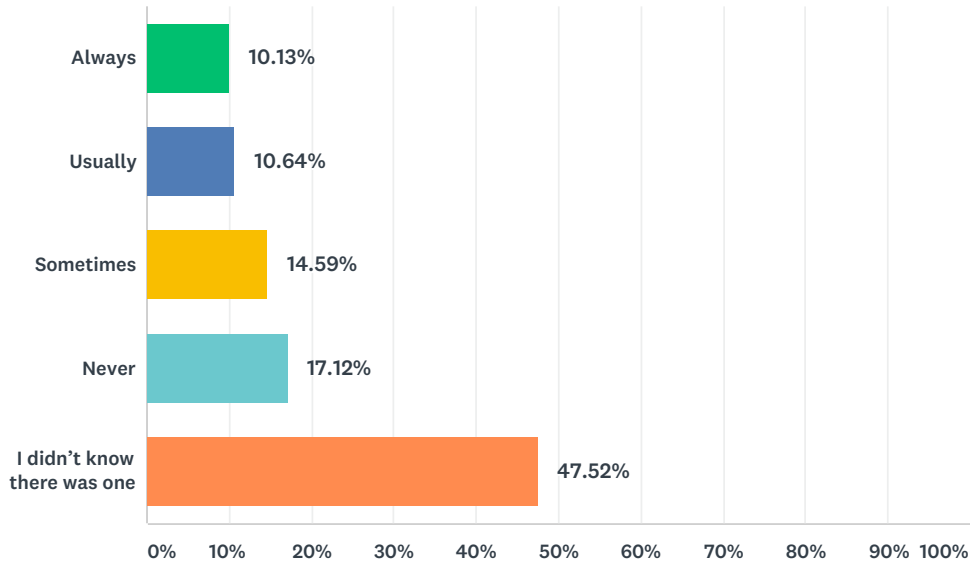
Answered: 892 Skipped: 112



| (no label) | | | | | | |
|---|--------|--------|--------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | TOTAL |
| Upcoming events | 67.71% | 17.07% | 7.78% | 3.60% | 3.83% | 861 |
| | 583 | 147 | 67 | 31 | 33 | |
| Student Achievement | 17.91% | 30.72% | 34.25% | 11.76% | 5.36% | 765 |
| | 137 | 235 | 262 | 90 | 41 | |
| Extra-curricular opportunities for students | 16.99% | 38.43% | 20.39% | 10.07% | 14.12% | 765 |
| | 130 | 294 | 156 | 77 | 108 | |
| District awards | 3.86% | 7.87% | 14.16% | 30.90% | 43.20% | 699 |
| | 27 | 55 | 99 | 216 | 302 | |
| Staff success | 5.56% | 13.06% | 21.81% | 34.44% | 25.14% | 720 |
| | 40 | 94 | 157 | 248 | 181 | |

Q14 Since 2015, FHSD has been sending a hard copy newsletter "The Connection," to District residents three times a year in the local values coupon section of the Post-Dispatch. How often do you read The Connection?

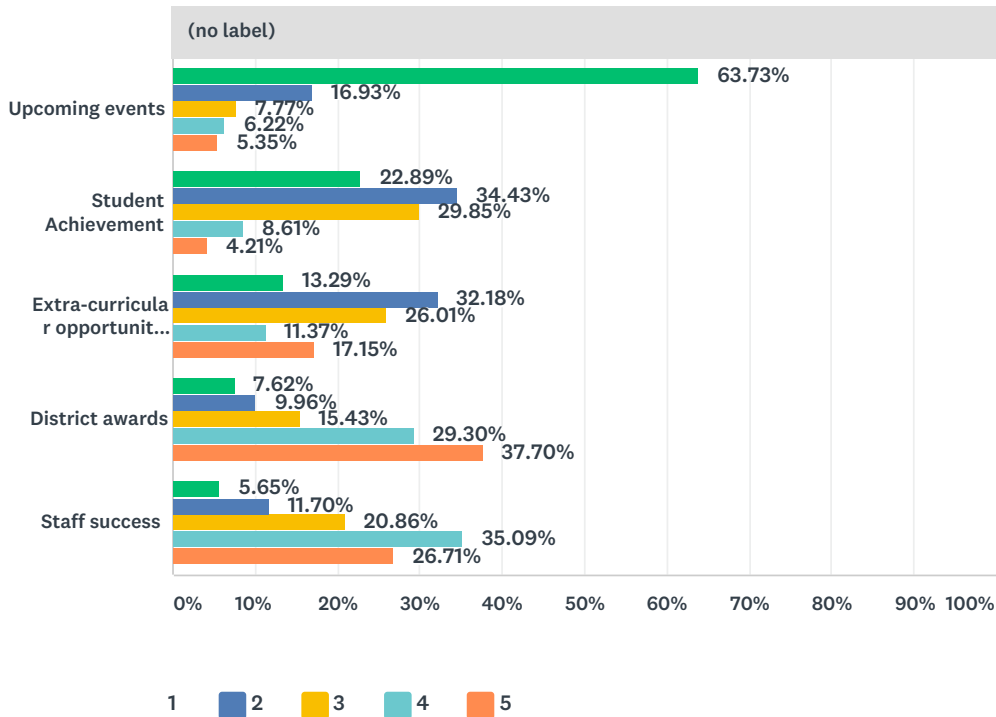
Answered: 987 Skipped: 17



| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|------------|
| Always | 10.13% | 100 |
| Usually | 10.64% | 105 |
| Sometimes | 14.59% | 144 |
| Never | 17.12% | 169 |
| I didn't know there was one | 47.52% | 469 |
| TOTAL | | 987 |

Q15 What types of stories would you like to see in The Connection? (in order of preference)

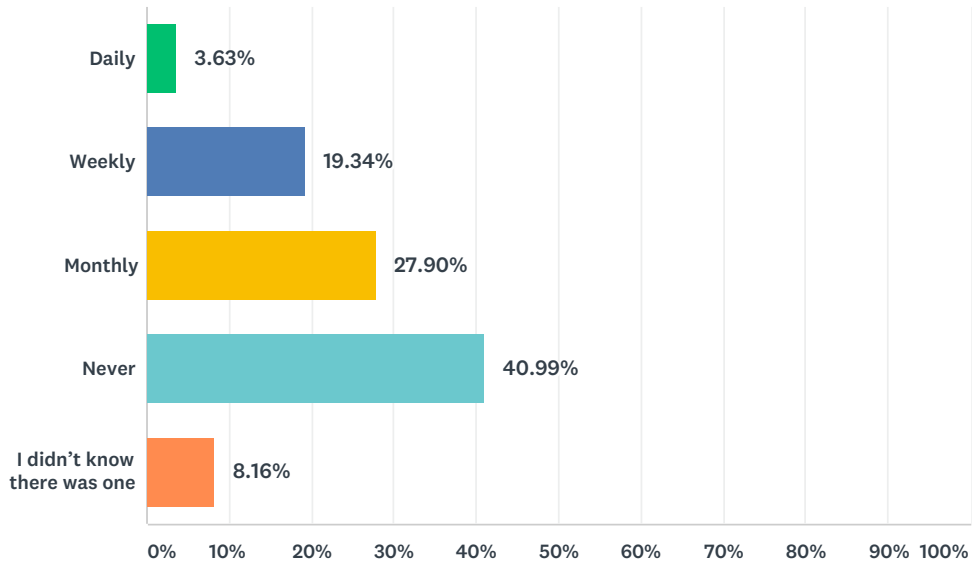
Answered: 606 Skipped: 398



| (no label) | | | | | | |
|---|--------|--------|--------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | TOTAL |
| Upcoming events | 63.73% | 16.93% | 7.77% | 6.22% | 5.35% | 579 |
| Student Achievement | 22.89% | 34.43% | 29.85% | 8.61% | 4.21% | 546 |
| Extra-curricular opportunities for students | 13.29% | 32.18% | 26.01% | 11.37% | 17.15% | 519 |
| District awards | 7.62% | 9.96% | 15.43% | 29.30% | 37.70% | 512 |
| Staff success | 5.65% | 11.70% | 20.86% | 35.09% | 26.71% | 513 |

Q16 How often do you visit the District Facebook page?

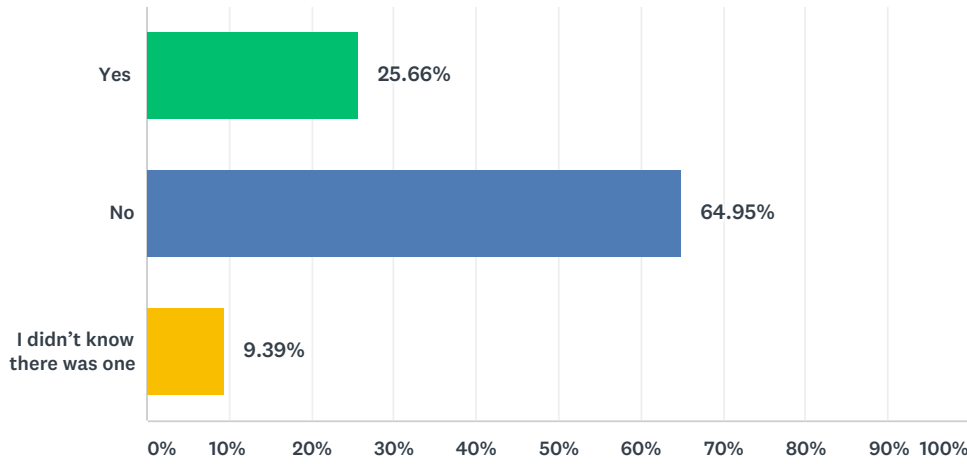
Answered: 993 Skipped: 11



| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|------------|
| Daily | 3.63% | 36 |
| Weekly | 19.34% | 192 |
| Monthly | 27.90% | 277 |
| Never | 40.99% | 407 |
| I didn't know there was one | 8.16% | 81 |
| TOTAL | | 993 |

Q17 Do you follow @FrancisHowell on Twitter?

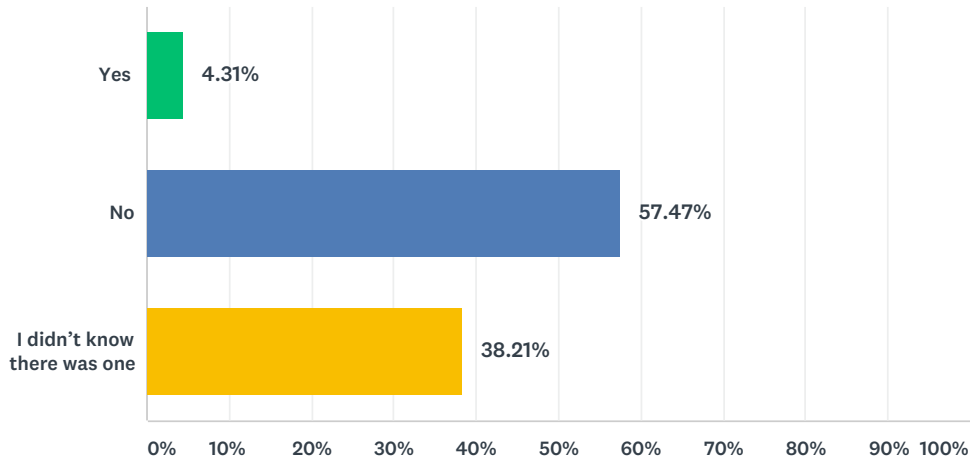
Answered: 990 Skipped: 14



| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|------------|
| Yes | 25.66% | 254 |
| No | 64.95% | 643 |
| I didn't know there was one | 9.39% | 93 |
| TOTAL | | 990 |

Q18 Have you subscribed to the FHSD YouTube Channel?

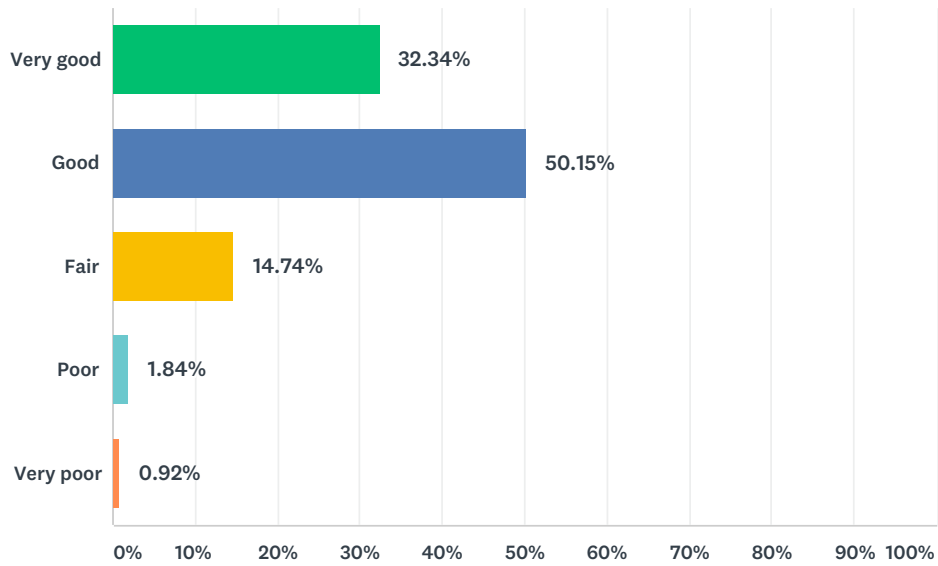
Answered: 997 Skipped: 7



| ANSWER CHOICES | RESPONSES | |
|-----------------------------|-----------|------------|
| Yes | 4.31% | 43 |
| No | 57.47% | 573 |
| I didn't know there was one | 38.21% | 381 |
| TOTAL | | 997 |

Q19 Overall, how would you rate communication between the District and parents?

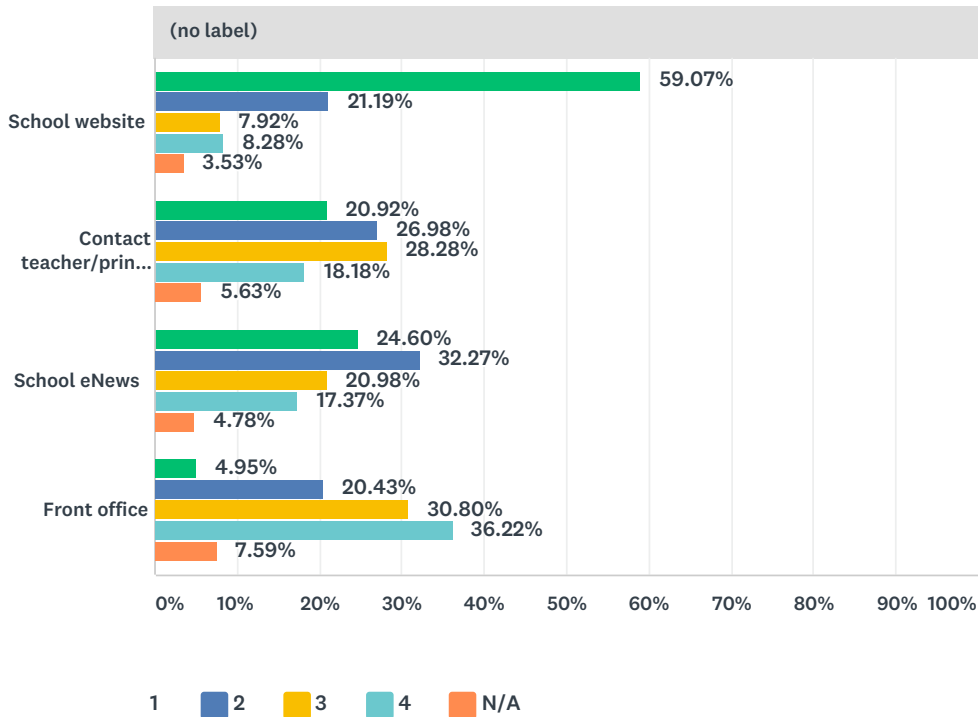
Answered: 977 Skipped: 27



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very good | 32.34% | 316 |
| Good | 50.15% | 490 |
| Fair | 14.74% | 144 |
| Poor | 1.84% | 18 |
| Very poor | 0.92% | 9 |
| TOTAL | | 977 |

Q21 When looking for information about my child's school, I usually go to... (in order of preference)

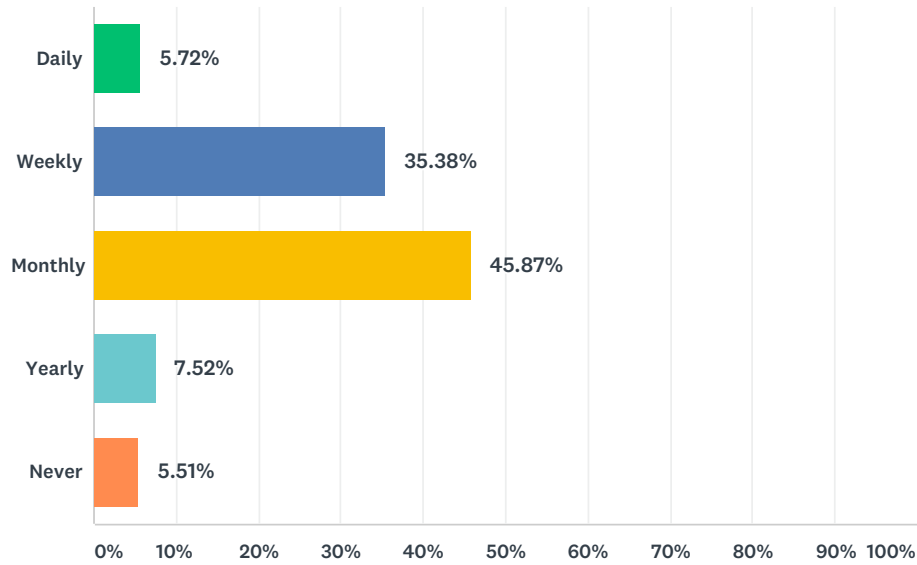
Answered: 857 Skipped: 147



| (no label) | | | | | | |
|------------------------------------|--------|--------|--------|--------|-------|-------|
| | 1 | 2 | 3 | 4 | N/A | TOTAL |
| School website | 59.07% | 21.19% | 7.92% | 8.28% | 3.53% | 821 |
| Contact teacher/principal directly | 20.92% | 26.98% | 28.28% | 18.18% | 5.63% | 693 |
| School eNews | 24.60% | 32.27% | 20.98% | 17.37% | 4.78% | 691 |
| Front office | 4.95% | 20.43% | 30.80% | 36.22% | 7.59% | 646 |

Q22 How often do you visit the school website?

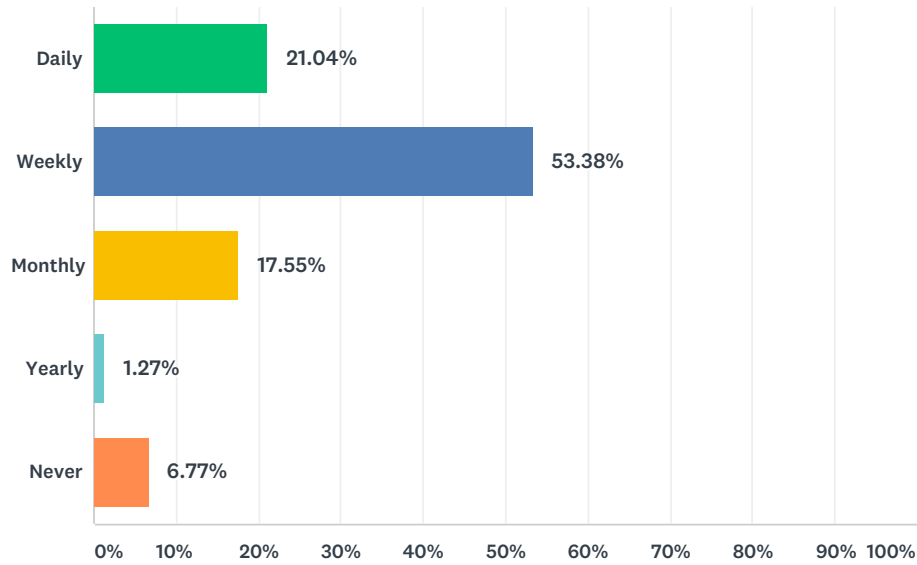
Answered: 944 Skipped: 60



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Daily | 5.72% | 54 |
| Weekly | 35.38% | 334 |
| Monthly | 45.87% | 433 |
| Yearly | 7.52% | 71 |
| Never | 5.51% | 52 |
| TOTAL | | 944 |

Q23 How often do you read the school eNews?

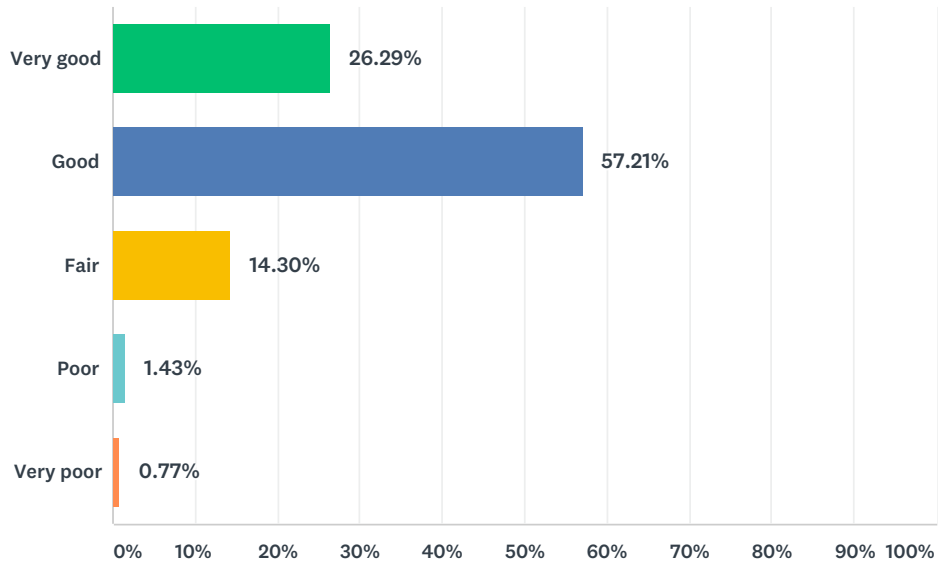
Answered: 946 Skipped: 58



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Daily | 21.04% | 199 |
| Weekly | 53.38% | 505 |
| Monthly | 17.55% | 166 |
| Yearly | 1.27% | 12 |
| Never | 6.77% | 64 |
| TOTAL | | 946 |

Q24 Generally, the school eNews is...

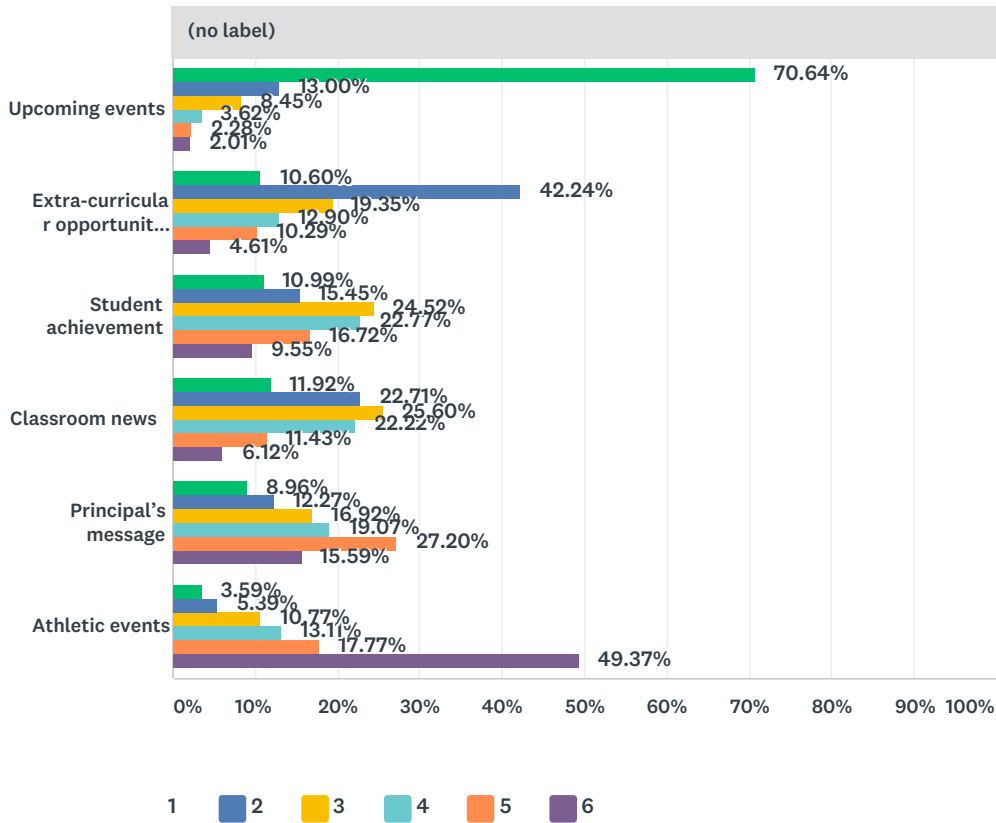
Answered: 909 Skipped: 95



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very good | 26.29% | 239 |
| Good | 57.21% | 520 |
| Fair | 14.30% | 130 |
| Poor | 1.43% | 13 |
| Very poor | 0.77% | 7 |
| TOTAL | | 909 |

Q25 What types of stories interest you in the school eNews? (in order of preference)

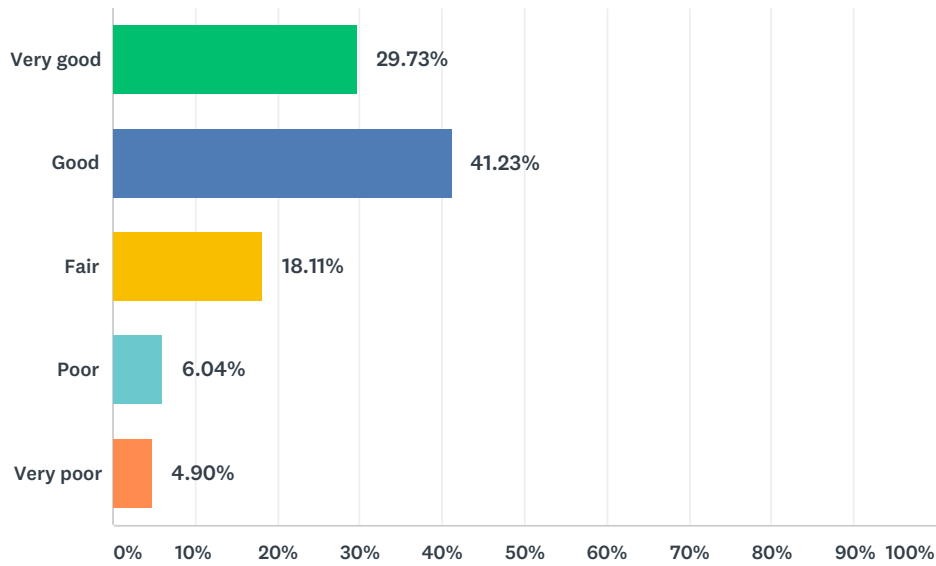
Answered: 767 Skipped: 237



| (no label) | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | TOTAL |
| Upcoming events | 70.64% | 13.00% | 8.45% | 3.62% | 2.28% | 2.01% | 746 |
| Extra-curricular opportunities for students | 10.60% | 42.24% | 19.35% | 12.90% | 10.29% | 4.61% | 651 |
| Student achievement | 10.99% | 15.45% | 24.52% | 22.77% | 16.72% | 9.55% | 628 |
| Classroom news | 11.92% | 22.71% | 25.60% | 22.22% | 11.43% | 6.12% | 621 |
| Principal's message | 8.96% | 12.27% | 16.92% | 19.07% | 27.20% | 15.59% | 603 |
| Athletic events | 3.59% | 5.39% | 10.77% | 13.11% | 17.77% | 49.37% | 557 |

Q26 The District and individual schools use "Peachjar" to deliver flyers electronically. How would you rate this flyer distribution system?

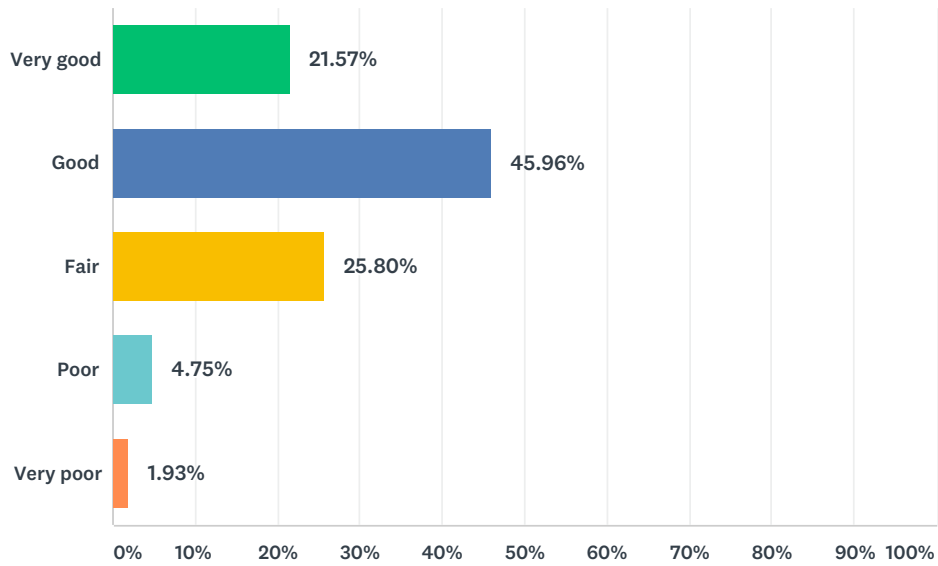
Answered: 878 Skipped: 126



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very good | 29.73% | 261 |
| Good | 41.23% | 362 |
| Fair | 18.11% | 159 |
| Poor | 6.04% | 53 |
| Very poor | 4.90% | 43 |
| TOTAL | | 878 |

Q27 How would you rate the social media (Facebook/Twitter) efforts of your school?

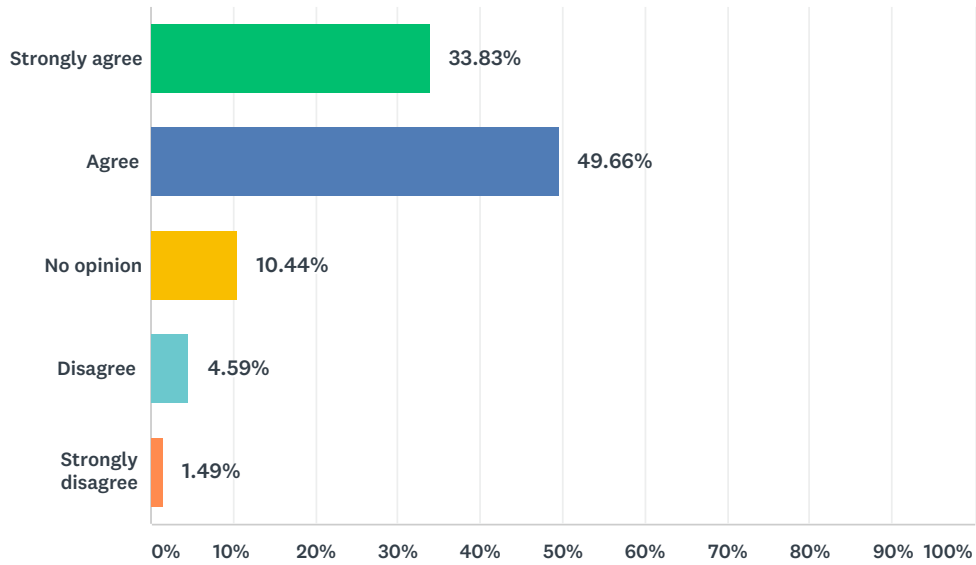
Answered: 779 Skipped: 225



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|------------|
| Very good | 21.57% | 168 |
| Good | 45.96% | 358 |
| Fair | 25.80% | 201 |
| Poor | 4.75% | 37 |
| Very poor | 1.93% | 15 |
| TOTAL | | 779 |

Q28 I am informed about what is going on at my child's school.

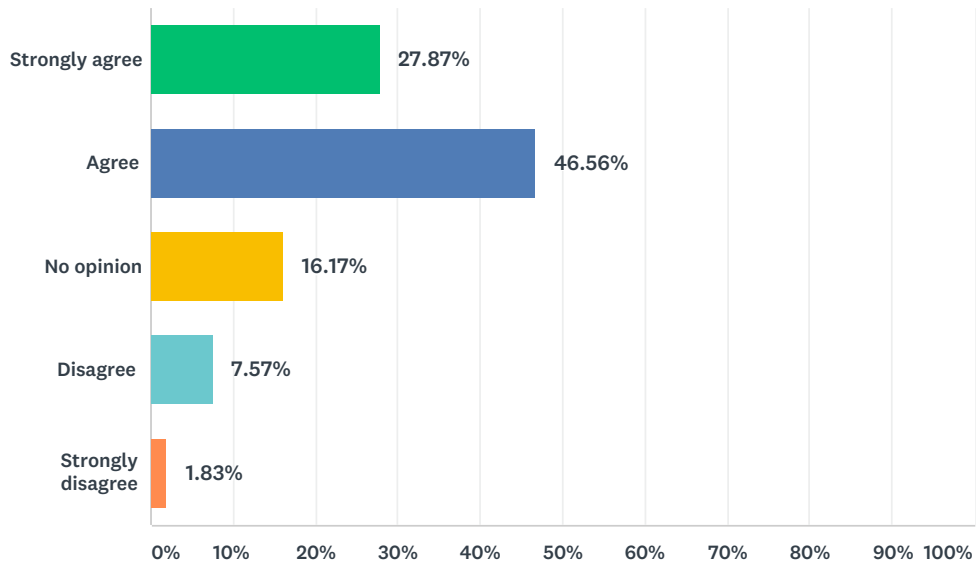
Answered: 872 Skipped: 132



| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|------------|
| Strongly agree | 33.83% | 295 |
| Agree | 49.66% | 433 |
| No opinion | 10.44% | 91 |
| Disagree | 4.59% | 40 |
| Strongly disagree | 1.49% | 13 |
| TOTAL | | 872 |

Q29 My child's school clearly communicates student academic progress to me.

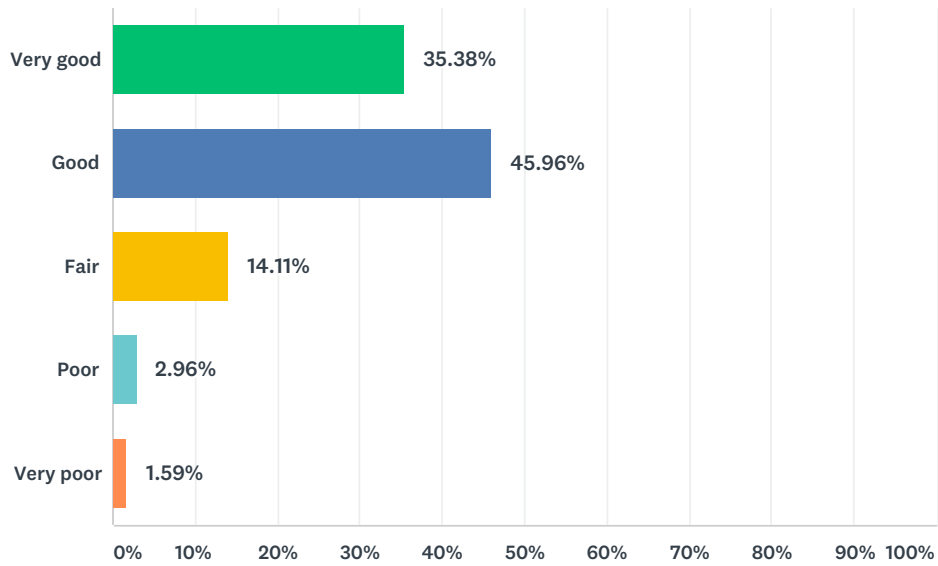
Answered: 872 Skipped: 132



| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|------------|
| Strongly agree | 27.87% | 243 |
| Agree | 46.56% | 406 |
| No opinion | 16.17% | 141 |
| Disagree | 7.57% | 66 |
| Strongly disagree | 1.83% | 16 |
| TOTAL | | 872 |

Q30 Overall how would you rate communication between your school and parents?

Answered: 879 Skipped: 125



ANSWER CHOICES

- Very good
- Good
- Fair
- Poor
- Very poor
- TOTAL

RESPONSES

| | | |
|-----------|--------|-----|
| Very good | 35.38% | 311 |
| Good | 45.96% | 404 |
| Fair | 14.11% | 124 |
| Poor | 2.96% | 26 |
| Very poor | 1.59% | 14 |
| TOTAL | | 879 |